

MARWIC

T · I · M · E · S

MID-ATLANTIC REGION SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN

ST. THOMAS VIRGIN ISLANDS WIC LAUNCHES 'CALYPSO MOVES' EXERCISE ACTIVITY WITH HEAD START KIDS

By Lorna Concepcion, MS, RD

'Calypso Moves' is an obesity initiative developed by the Virgin Islands WIC Program to help increase exercise in children through dance and promote healthy eating habits. In an attempt to provide a culturally relevant obesity intervention,

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COLOR MY WORLD — Nutrition Aide Delerese Francis (center) leads children in the coloring activity.

NEW JERSEY'S CAMDEN COUNTY WIC PRESENTS 2008 WOMEN'S HEALTH CONFERENCE

By Kathy Kachur, WIC Coordinator

As part of our March Nutrition Month activities, Camden County Department of Health & Human Services WIC staff participated in the Ninth Annual Women's Health Conference -- "It's All about You" -- held on Saturday, March 1, at Eastern High School in Voorhees, NJ. WIC Nutritionist Amy Rhinehart and

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WOMEN LEARNING ABOUT THEMSELVES — Hundreds of women attended workshops at the Women's Health Conference.

DELAWARE WIC'S NEW SMYRNA STATE SERVICE CENTER DELIVERS

The WIC Program in Delaware opened its 13th delivery site on July 3. The impetus for this site came at the efforts of State Senator Nancy Cook. Senator Cook spearheaded the efforts and funding to make this site possible. WIC was able participate as a result of an operational adjustment funding.

At this new site, WIC anticipates serving approximate-

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SITTING PRETTY — WIC Nutritionist Mary King at the new Smyrna WIC Clinic in Delaware.



PA'S SHENANGO VALLEY URBAN LEAGUE, INC., WIC PROGRAM CELEBRATES 30 YEARS OF SERVICE

By Elizabeth Lampkins, Project/WIC Director

The Shenango Valley Urban League, Inc., WIC staff hosted an Open House for clients and the public on May 14 to celebrate its 30 years of service in Mercer, Venango and Forest counties. Everyone attending the Open House received a gift bag and WIC clients also signed up to win special door prizes during the festivities. ■



FUN FOR ALL — WIC client Carley Shealy and daughter Cheyenne enjoy an array of refreshments offered during the day-long festivities.



A BANNER DAY — The Shenango Valley Urban League, Inc., WIC staff proudly display a banner announcing 30 years in the provision of WIC services from 1978 - 2008, in Mercer, Venango and Forest counties.



PARTNERS IN WIC — Mercer State Health Center Executive Director Dennis Fapore, and State Health Center District Administrator Peggy Baxter with WIC Director, Elizabeth Lampkins. The Mercer State Health Center also provides a warm and convenient setting as a satellite WIC site every three months for WIC staff to provide services to clients in the surrounding areas.

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NEWS FROM THE USDA — FARMERS' MARKET PROGRAMS IN THE REGION ABUZZ WITH ACTIVITY

By Carol Smith, Program Specialist
Farmers' Market Nutrition Program
USDA Food and Nutrition Service

The US Department of Agriculture, Farmers' Market Nutrition Programs create a win-win situation by providing eligible seniors and participants in the WIC Program greater access to fresh, nutritious fruits and vegetables while supporting the local farmers at farm stands, farm markets and community-supported agriculture programs. The farmers also benefit from increased marketing opportunities while providing residents with healthy food choices thus improving dietary outcomes.

The Food and Nutrition Service is providing \$20.6 million for the Senior Farmers' Market Nutrition Program (SFMNP) nationally, which includes an additional \$5.6 million, as authorized by the Farm Bill that passed in May. The Farm Bill assures a funding level of \$20.6 million for fiscal years 2008 through 2012. The Mid-Atlantic Region is receiving \$5,476,360 for the SFMNP.

The WIC Farmers' Market Nutrition Program (FMNP) allocation stands at \$21.4 million nationally which includes carryover funding from Fiscal Year 2007. The Mid-Atlantic Region received \$5,662,748 to support the FMNP.



MARKET STRATEGY — At the Teaneck, NJ festivities, (from left) are Senator Loretta Weinberg, Regional Administrator Yvette Jackson, Secretary of Agriculture Charles Kuperus, and Assemblywoman Valerie Vainieri Huttle.

Below is a sampling of events and activities by which states are publicizing the WIC and Senior FMNPs.

District of Columbia is humming along with several planned activities throughout the summer and fall months. The "Farmer's Market on Wheels" project will station a farmer outside clinics on a day when the WIC participants will receive their FMNP checks so that they can immediately redeem their FMNP checks to purchase fruits and vegetables.

DC again hosted its annual, successful "Get Fresh" Festival on September 13th by setting up a "Health and Wellness Spa" tent offering wellness and physical activity information. Breastfeeding and other nutritional and program promotion materials were available at a WIC exhibit table along with a sampling of fresh fruits to encourage healthier eating. DC planned to partner with health agencies to provide health screenings such as blood pressure checks. A cooking competition tested the culinary talents of selected agency staff to create dishes using only fresh fruits and vegetables found at the market. Finally, families from local child care agencies were invited to create fruit or vegetable costumes for their tiny tots to participate in a baby contest. Best dressed baby wins!

New Jersey – Mid-Atlantic Regional Administrator Yvette Jackson, New Jersey Secretary of Agriculture Charles M. Kuperus, and Senator Loretta Weinberg held a press conference at the Teaneck Farmer's Market in Bergen County on July 17, to announce new developments in the Senior Farmers Market Nutrition Program (SFMNP) since passage of the



OPEN FOR BUSINESS — Attending the Millburn market ribbon cutting are (from left) are Helen Kyle, Market Manager; Mayor Sandra Haimoff; Jim Suell, Deputy Mayor; Charles Kuperus, NJ Secretary of Agriculture; Diana Limbacher, Director MARO SFP Program; Ellen Steinberg, Township Committee; and Senator Thomas Kean, Jr.

Federal Farm Bill. At the event, the Bergen County Division of Senior Services provided applications and vouchers to seniors qualified for the SFMNP.

Similar farm market opening events were held earlier in June at Elizabeth, Millburn and Hasbrouck, NJ. On these market tours, Secretary Kuperus was joined by Diana Limbacher, Director of Supplemental Food Programs. At the Elizabeth market, the Union County Division on Aging was present to distribute SFMNP vouchers to elderly residents.

Puerto Rico – Plans were underway for a celebration of Farmers' Week, which was held August 3 – 8th at the Aguas Buenas Farmers' Market. That week the Governor of Puerto Rico, Anibal Acevedo Vilá, was invited to speak at the festivities where the Puerto Rico Secretary of Agriculture proclaimed Farmers' Market Week. Several local officials were also invited to attend, and media coverage was expected to be on hand. State WIC office personnel had a WIC display table and provided nutrition promotion materials. Senior Farmers' Market Nutrition Program vouchers were distributed on site to eligible senior citizens to purchase fruits and vegetables at the market.

It is encouraging to see states tap into their creative energy in showcasing these essential Programs, thereby creating greater public awareness of the benefits in purchasing fresh, seasonal produce from the local farming community. ■



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Please submit articles or story ideas for MARWIC TIMES to your State Editor at the State WIC Office Address.

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Delaware WIC continued from page 1

ly 1500 participants. Under this one-stop roof, clients will also be able to access food stamps, TANF, benefits/employment and training, Medicaid, emergency food assistance, Adopt a Family and the family visitation center and the office of volunteerism.

The WIC Program local agency staff worked diligently with the planning committee to ensure that the site was a model WIC delivery site. This includes a playroom for the children, a dedicated breastfeeding room, weight /measure, lab room and large nutritionist and social service technician offices and plenty of storage space. The best feature of this model WIC site is plenty of windows and lots of light.

At the grand opening on May 7, remarks provided by Secretary Meconi and other representatives were followed by refreshments and tours of the new center. ■

VIRGINIA'S CHAMPION OBESITY PREVENTION PROGRAM CELEBRATES NATIONAL PHYSICAL FITNESS AND SPORTS MONTH IN MAY

The Central Office of the Virginia Division of WIC and Community Nutrition Services and CommonHealth recognized National Physical Fitness and Sports Month in May by promoting weekly physical fitness activities. All Richmond-based VDH employees were encouraged to participate and benefit from the program. Activities were led by Rodney Oldham, our staff Physical Activity Coordinator. Rodney is a certified personal trainer from the Aerobic and Fitness Association of America.

One of the highlights of the month was celebration of National Employee Health and Fitness Day on May 21, which is the largest worksite health and fitness event in North America. VDH employees participated in the First Annual Madison Building "Fitness Walk," which consisted of two 30-minute walking sessions around Richmond Capitol Square. The walking event was held during lunch and participants were led in a five-minute stretching session before and after each walk. Governor Timothy Kaine filmed a promotional video for Employee Health and Fitness Day and had it linked directly to the

Virginia Department of Health main homepage.

Other activities during the month of May included exercise classes using Therabands and a question and answer session with the Physical Activity Coordinator.

Employees were e-mailed weekly fitness tips designed to help motivate them to become active and make physical fitness fun and enjoyable! A total of 63 employees participated in all of the activities. ■



STRETCH FOR HEALTH — These VDH employees stretch before embarking on a 30-minute walk for good health.

WEST VIRGINIA'S RANDOLPH-ELKINS WIC PROGRAM REACHING OUT TO PRESCHOOL STUDENTS

By Laura Kim Yokum, RD

The Randolph-Elkins WIC Program located in Petersburg, WV, is keeping the "out" in outreach by conducting read aloud events and activities focused on good nutrition in preschool classrooms. Tanya Wright, Community Outreach Liaison, read to the preschool classes at Moorefield Elementary School on January 24. She read "The Hungry Caterpillar," "Lunch" and "The Best Mouse Cookie."

By adding nutrition games and offering handouts for each household, the event was successful in getting 100% participation and positive attitudes. Following the event, inquiry phone calls were received at the clinic from parents of the preschool students. This further provides evidence that focusing education and activities with children is a practical approach to reaching parents. ■



CIRCLE TIME IS LEARNING TIME — Tanya Wright with Randolph-Elkins WIC Program is focusing her outreach efforts in preschool classrooms as a way to reach parents.

NEWS FROM PENNSYLVANIA'S SHENANGO VALLEY URBAN LEAGUE WIC PROGRAM

By Lauriethel Bloodsaw, Outreach/Retail Store Coordinator

Books from Birth for WIC Kids!

Erin Kimes, co-founder with Mary Grexa of Books from Birth, emphasizes that it's never too early to read aloud to children, even newborns. This non-profit organization has selected WIC to distribute books for children at the Shenango Valley Urban League WIC Office. Each child is allowed to select one book to keep and the volunteer staff talk to the parents about the importance of reading and gave them a book marker titled, 'Tips for Sharing Books.' ■



A GOOD PICK — WIC participant Iyanah Harris has selected Clifford's Christmas from Books from Birth. Looking on are Mary Grexa and Joan Wickerham of the organization.



HALLOWEEN WISHES — The Shenango Valley Urban League Oil City WIC participants were amused by the WIC staff, who dressed for Halloween. The staff distributed treat bags to all the children. Dressed for the occasion are (left to right) Robyn Kavounas, Grace Olson, Sandra VanTassel, and Brenda Wells.

MARYLAND'S LOWER EASTERN SHORE WIC GIVES BACK TO COMMUNITY DURING NATIONAL NUTRITION MONTH

By Noelle Selb, Nutritionist, Lower Eastern Shore WIC

Food for thought: According to the Maryland Food Bank, over 50,000 individuals seek the assistance each week of food pantries, shelters, soup kitchens and similar programs to avoid hunger.

To help lessen the burden of hunger in Wicomico County, the Lower Eastern Shore WIC Program, in conjunction with the Wicomico County Health Department's Health Promotions Program, partnered together in hosting an employee food drive to benefit local food banks. The food drive took place as part of National Nutrition Month in March. Donations of healthy foods were encouraged. Bins in the three separate Health Department locations were filled with healthy canned, boxed and bagged foods. The donated food was divided among four food pantries: the Food Bank of Salisbury, The Joseph House, The Salvation Army, and the Wicomico Family Support Center. ■

WV's VALLEY HEALTH CABELL WIC DENTAL HEALTH FAIRS PROVIDE DENTAL SCREENINGS AND EDUCATION FOR CHILDREN

By Gentry Vass, MS, RD, LD

In January and February, the Valley Health Cabell WIC Program hosted two dental health fairs for several local day-cares, preschools, and Head Start programs in Huntington, WV. Children came from across two different counties to participate in dental games such as "Good Tooth/Bad Tooth" and "Jump Rope Floss." They also decorated tooth coloring books, watched the short movie, "The Legend of the Tooth Kingdom" by Colgate Palmolive, and were read a special dental health book.

The children also received free dental screenings from a Valley Health dentist Dr. Daniel Brody, and his dental hygienist, Wendy Mosteller. Nutritionists Jackie Archer, Susan Helo, Heather Rice, Jenna Rose, and Gentry Vass, along with Breastfeeding Peer Counselor Summer Lovetro and Spring Valley High School student Anna Fry, helped to organize and run the fair that took place on two separate days at the clinic. More than 150 children were screened and educated on the importance of good dental health through this event. ■



COLORING TOOTH — Children from a Cabell County daycare center begin their fun-filled, educational day at the coloring station of the WIC Dental Fair.



EDUCATION IS THE GAME — Teaching children how to brush was an important focus of nutrition education during Dental Health Month.



GOOD TOOTH, BAD TOOTH — Nutritionist Gentry Vass leads children in a game of identifying how food choices affect oral health.

NEW JERSEY'S GLOUCESTER COUNTY WIC CELEBRATES NATIONAL NUTRITION MONTH

By Linda Spiegel, RD, Chief Nutritionist and Assistant Nutrition Program Coordinator, Gloucester County WIC Program

New Jersey's Gloucester County WIC Program celebrated National Nutrition Month in March with food demonstrations and taste testings at all our sites.

Foods offered for tasting included clementines, homemade bean soup, turkey and cheese in whole grain wraps, and bananas rolled in crushed whole grain cereal. Participants loved having a tasty snack and recipes were provided to take home. Giveaway items included stadium cups, pens, and paint sheets for the kids. A "Guess the Number of Beans in the Jar" activity was an opportunity to discuss the nutrition in beans.

Also we recently offered a "Tell Us What You Think" questionnaire to participants to let our nutrition staff know what nutrition topics they were most interested in to help us in planning classes. ■

DC WIC ANNUAL VENDOR TRAINING A HIT WITH ALL

On June 19, the District of Columbia WIC State Agency held the annual vendor training. DC Vendor Manager Rene Simms did a remarkable job this year and helped to organize one of the best trainings ever.



AWARD WINNING — Congratulations to the Vendor Award Recipients pictured here!

Instead of offering multiple trainings and make-ups throughout the year, we offered only one MANDATORY training date. Rene increased outreach efforts to make sure all of our vendors were informed about the training, and the importance of their attendance. As a result of her tireless efforts, all 39 of our vendors were represented on June 19. Rene put together an exciting agenda that included interactive presentations on the new WIC food package, vendor stamp policy, and minimum stocking requirements. Each vendor also received a copy of the revised vendor manual.

Vendors learned about the benefits of increased fruit and vegetable consumption, and received creative tips about how to eat more of these foods throughout the day. To demonstrate how much fun eating fruits and vegetables can be, we taught them how to prepare Gingered Cantaloupe and Spinach Salad with Fruit Flavors. (See below.)

At the end of the day, thirteen vendors were presented with awards for generating zero sanction points in 2007. ■

Spinach Salad with Fruit Flavors

Serves 6

- 10 ounces chopped spinach, washed
- 1 cup berries or grapes or 10 strawberries, chopped
- 1 10-ounce can mandarin or Clementine oranges, or grape fruit sections, drained and rinsed
- ¼ cup sunflower seeds
- ¼ cup chopped Brazil nuts
- ¼ cup fat-free raspberry vinaigrette dressing
- Toss ingredients together and serve.

Gingered Melon Wedges

Serves 6

- 1 large cantaloupe
- 1 scant tablespoon powdered sugar
- ½ teaspoon ground ginger
- 1 tablespoon candied ginger (optional)
- Cut melon in half and seed. Then cut each half into chunks. Stir together the sugar and ground ginger. Add candied ginger if you like. Sprinkle over melon chunks and chill.

Recipes are taken from the Survivor's Handbook: Eating Right for Cancer Survival, Cancer Project, Washington, DC.

New Jersey's Camden County continued from page 1

Bilingual Clerk Typist Lana Latorre Morgan worked at our WIC exhibit table to provide WIC outreach and nutrition information and WIC cereal samples to more than 1500 women.

More than 125 social service and community health agencies provided lots of wonderful information in the exhibit hall. Health screenings included blood pressure by nursing students, bone density by a local hospital, vision testing and massages. WIC Nutritionist Pam Ryan gave two one-hour workshops on "Food Guide Pyramid Steps to a Healthier You." Pam enjoyed answering nutrition questions and received great reviews from her audiences. Over 60 other workshops were provided on numerous women's health and wellness topics. Other WIC staff worked as team members to help make this event a success. It was such a great day to share health and nutrition resources with so many women. ■

PUERTO RICO STATE NUTRITION ACTION PLAN

The Puerto Rico State Nutrition Action Plan documents Puerto Rico's work in the premier of the video "Nutrition Pyramid, Marisol Adventures."

This is a result of the teamwork of the Commonwealth of Puerto Rico Departments of Family, Health, Agriculture and Education, under the command of the Food and Nutrition Service of the Caribbean Office. They expect the nutrition education video to improve the quality of children's lives and the education of the youthful population.

The production gets the attention of young children with attractive characters and pleasant music. The principal theme is the USDA Food Pyramid, nutritional snacks and physical activity and their importance for a better quality of life.

The Food and Nutrition Service of the Caribbean Office is proud of the agencies' teamwork. The DVD will be reproduced for the public that attend programs funded by USDA, and also will be shared with states with Hispanic populations. It is available at www.piensa.gobierno.pr/piensa.

This work will be used in an effort to counteract the obesity problems in Puerto Rico's youngest children and increase their consumption of fruits and vegetables. It will be presented to students in the first through fourth grades in the Department of Education.

Kate Houston, USDA Deputy Undersecretary for Food, Nutrition and Consumer Services, was present for the viewing of the video. She was pleased with the production.

"It is important to share this excellent video with families, parents and children. The knowledge and nutritional ideas presented in the video are valid for a lifetime. It provides a challenge to counteract obesity and to maintain healthy feeding habits," Mrs. Houston said. "It presents an opportunity to promote physical activity and engage children's attention with this communication, an active use of the Pyramid. The accomplishment of the SNAP Puerto Rico Team attests to the commitment of the leadership behind the partnership plan."

With the production company present, Mr. Francisco Zamora said he could never imagine that such excellent work could be produced with government workers, as this project showed in great detail. The dreams and goals were fulfilled in this project for the benefit of the Puerto Rico population. ■

PENNSYLVANIA'S FAYETTE COUNTY WIC SEES LARGEST CROWD EVER AT FAMILY FUN FEST!

By Betty Zackal, WIC Director
Fayette County Community Action Agency, Inc.

Pennsylvania's Fayette County Community Action Agency, Inc. (FCCAA) WIC Program participated in the county's Human Service Council 10th Annual Family Fun Fest at the Fayette County fairgrounds on June 21 with a record-breaking attendance of 2,318. The event had two focuses: To distribute information from about 40 area agencies to the attendees and secondly, to encourage physical activity for families. The event committee also made changes in the lunch that was provided this year by giving a turkey hot dog, bottled water and fruit. The event kicked off with a walk around the track at the fairgrounds to promote families to incorporate walking in their daily activities.

Mr. McFeeley from Mr. Rogers Neighborhood was the special guest for the event! Mr. McFeeley did activities with the preschoolers and told parents that this year is the 40th anniversary for their show to air on public television. Another popular attraction presented by the Penn State Cooperative Extension Office was a physical fitness booth run by the Health Education Center in York, PA. Children did push-ups, crunches, jumping jacks or squats to win prizes after spinning a carnival wheel.

FCCAA WIC Program's booth provided a healthy popcorn snack to the families. FCCAA WIC Nutritionist Julie Brett and other FCCAA staff put nutrition and physical activity tattoos on more than 600 children. Agency bags and WIC bracelets with FCCAA's WIC phone number and agency website were distributed along with other informational materials. WIC provided one of the prize drawings, which was a basket with outreach items, sippy cups, electrical outlet covers, books, and Project Linus blankets. ■

EMPLOYEES FROM SEVERAL WEST VIRGINIA ORGANIZATIONS COME TOGETHER TO MEET THE SPECIAL NEEDS OF AN INFANT PARTICIPATING IN WIC

By Emma Ladd, MA, RD, LD, Central WV WIC Nutrition Director

As the Nutrition Director for the Central WV WIC Program, I would like to share a sequence of compassionate and caring acts that shines as an excellent example of collaboration and advocacy meeting the needs of West Virginia families.

Anita Wilson, clerical assistant in the Braxton County WIC office, had ordered a special formula for a WIC participant on March 4, from the Special Formula Distribution Center located in Lancaster, PA. The mother of the infant called later the same day voicing her worry that the Neocate she had gotten at her last appointment was almost gone, and she was concerned with how she would meet her infant's needs.

The mother arrived at the WIC office the next day in need of the special formula for her baby who suffers from severe allergies and asthma. Anita followed up with the formula distribution center to see if the Neocate had been shipped. Unfortunately, the formula was not in stock although it was expected to be

delivered later in the day. It would be placed in the mail on March 5, but this would not meet the infant's needs today.

Anita contacted the State WIC office to determine if there were other options for purchasing or obtaining Neocate as no local stores offered this very specialized formula. The mother was given two solutions: Call the manufacturer and/or the Office of Maternal, Child, and Family Health. The mother called both agencies but found no solution or alternative that met her family circumstance. The Office of Maternal, Child and Family Health was unable to help with this type of problem, and the manufacturer could ship the formula only with a credit card number. Since the family did not have a credit card, the situation once again presented a challenge for meeting the infant's special needs.

Anita appealed to the Children with Special Health Care Needs Program and was linked to Angela Demastus, who is an office assistant in the program. As Angela contacted

pharmacies, she was informed Neocate would be cheaper if purchased from a hospital. Upon seeking assistance from St. Joseph's Hospital in Buckhannon, WV, Angela realized the family still would be unable to pay the \$70 - \$90 needed to purchase Neocate. In true form of West Virginian hospitality, the employees of the hospital volunteered to pool their money together to pay for the formula at the hospital rate. Angela drove to Buckhannon the next day and received a can of Neocate that was needed by the WIC participant.

As a result of the generosity, dedication and service of everyone involved, this family was able to ensure the health and wellbeing of their infant; meeting the true mission of our organizations in offering children a healthy start. It was a team effort and shows a level of caring that is truly exceptional in West Virginia WIC and St. Joseph's Hospital in Buckhannon. ■

WEST VIRGINIA WIC BUILDING PARTNERSHIPS

By Jenna Rose, MA, RD, LD, and Nutrition and Outreach Coordinator

Over the past two years, grassroots marketing has been the focus of outreach in targeted counties throughout West Virginia. One of the main goals was for us to build a network cross-referral system through partnerships with other organizations in our local communities. One partnership that has proven successful for Valley WIC is with The Lincoln County Starting Points. I met Carmen Blankenship, the Lincoln County Starting Points Coordinator, personally at a Lincoln County Family Resource Network Meeting. From there she asked me to present in April 2006 at their annual baby shower. I met approximately 50 parents as well as parents-to-be at the baby shower.



QUALITY TIME — Parents introduce colorful veggies while helping their children make fresh veggie choices.

Carmen has been of great help to me by providing WIC income guidelines to families she meets through kindergarten screenings and the emergency baby pantry organized through the Lincoln County Starting Points Center. Recently, I have been invited to two of the Lincoln County Starting Points Play Group Meetings. At the first meeting, we made spice cake muffins with the children and parents. Then, I facilitated a discussion about toddler nutrition with them.

At the last play group I attended, we made Shake It Up Salad. We had cut up vegetables and gave each child a bag that they could add their favorite veggies and salad dressing and then shake it. After snack time, we discussed the importance of different colored fruits and veggies in the diet. In addition, I was able to provide each participant with information about WIC at both sessions.

As I have been able to interact with these parents in various ways, I have found they become very open with me on feeding questions and concerns. Many of them have told me how appreciative they are for the WIC Program and have shared those experiences with me. I feel these relationships that I have built with Carmen, Lincoln County Starting Points, and the parents has increased public awareness as well as improved service coordination. ■



BUILDING HEALTHY HABITS — Children work diligently to ensure they put the freshest ingredients in their Shake It Up Salad.



OPEN UP — Once the Shake It Up Salad was ready, this child enjoyed his snack at the Lincoln County Starting Points.

A TOUCH OF MARDI-GRAS IN WV'S GREENBRIER COUNTY WIC

By Sandra Perry, Central WV WIC Program

The spirit of Mardi Gras filtered into the Central WV WIC Program in Ronceverte when an employee returned with five gallons of beads. Aside from livening up the Ronceverte lab, the beads made getting your finger stuck a little easier. ■

GOT BLING — WIC participant, Eliana Hoke enjoys the Mardi Gras beads, although it is hard to decide which strand to take home.



VIRGINIA WIC'S ARLINGTON FARMERS' MARKET IN SEASON

As the Virginia WIC Farmers' Market Nutrition Program gets underway for 2008, Arlington Health District WIC Coordinator Therese Panagis, and Virginia WIC Program Operations Team Manager Todd Osborne recently visited a vendor at the Clarendon Farmers' Market in Arlington.

The vendor learned about the Virginia FMNP, and was interested in signing up to participate in the program. Not only did they recruit a new vendor, Therese and Todd also learned an easy way to eat an apricot during the visit. The Arlington WIC Program has actively promoted the farmers' markets to WIC participants. ■



FRUIT FOR THOUGHT — A local Arlington, VA, farmer (left) talks fruit with Arlington Health District WIC Coordinator Therese Panagis (center), and Virginia WIC Program Operations Team Manager Todd Osborne.

BREASTFEEDING SYMPOSIUM IN CECIL COUNTY (MD)

A GREAT SUCCESS

By Jessica Rosenberger, RD, LDN, Nutritionist, Cecil County WIC Program

Maryland's Upper Shore WIC Program and the Harford/Cecil County WIC Program partnered with Union Hospital to host a breastfeeding symposium at Union Hospital in Cecil County on June 9. The event was designed to educate rural healthcare providers on how to assist breastfeeding mothers as they transition from hospital to home. People living in rural communities often have very limited access to medical resources including hospitals and medical providers. The hospitals do not serve enough residents to designate medical staff only for breastfeeding responsibilities; staff members work hard to provide breastfeeding services but may lack the knowledge and time to provide the level of care needed. It is important in these communities to educate as many health professionals as possible so they can be a positive resource for breastfeeding information when coming in contact with a mom and baby.

The Symposium featured Diane Wiessinger, MS, IBCLC, who discussed how to talk about breastfeeding as the normal way to feed a baby and demonstrated simple positioning and latch techniques. Laurie Miele, RN, BSN, IBCLC, discussed what can be done in the hospital to improve breastfeeding success and what to do when complications arise. Frank Nice, RPh, DPA, CPHP, ended the day with common medications a breastfeeding mother may use safely while continuing to breastfeed.

There was an overwhelming positive response from the 69 attendees (nurses, dietitians, lactation consultants, peer counselors and others working in hospital, private health care, WIC, and community settings). One participant stated "I was very impressed and delighted with the Breastfeeding Symposium. I think it was very smart to target this symposium toward health care providers and educators in Cecil County. It starts with us and how we talk to our patients. When promoting breastfeeding our patients need support and this symposium was a big step in the right direction!" ■

PENNSYLVANIA'S MATERNAL & FAMILY HEALTH SERVICES, INC. HOLDS WIC OPEN HOUSES

By Kerriann Lynn, MFHS, Inc., Breast Health Outreach Assistant

Maternal and Family Health Services, Inc. (MFHS) welcomed community partners and referral sources to their relocated WIC Nutrition Center that opened last year in Lehighton, Carbon County, Pennsylvania. The Open House provided an opportunity for guests to visit the center, take a tour, meet the staff and learn more about the nutrition, health screening, and health education services available through MFHS and WIC. The response from the event was overwhelmingly positive. Those who attended were impressed and excited for the chance to explore the site that will fulfill the need to better serve WIC participants. The Carbon County WIC staff serves more than 1,100 people each month.

Among those present was Bill Richards, the Director of Field Support for PA State Representative Keith McCall (D – Carbon County). Mr. Richards expressed Rep. McCall's strong support for WIC, and noted that he is very interested in ensuring families in the 122nd Legislative District continue to have access to the quality nutrition education and

healthy foods available through WIC.

The Easton WIC Nutrition Center in Northampton County, Pennsylvania hosted an Open House for representatives from several social service organizations. This WIC site provides services to over 2,500 women, infants, and children each month in the Easton area. The Open House gave referral sources the chance to meet the staff as well as gather information about all the ways the agency works to promote healthy pregnancies and healthy families. Staff provided tours of the center, answered questions, handed out program materials and information, and reinforced relationships with referral sources in the community.

The Open House also provided an opportunity for legislators who make decisions about WIC funding to visit the center and learn more about the program. PA State Representative Robert Freeman (D – Northampton County) spent time with staff discussing the services available through WIC and how families benefit from the nutrition education and access to healthy foods. In addition, U.S. Congressman Charles Dent (R-15th Congressional District)



EASTON OPEN HOUSE — (Left to right) Erica Bozentka, Senior Operations Manager; Bette Cox Saxton, President & CEO; Julie Deckhut, CPA; Ada Paredes, Program Assistant; Maria Janet Gutierrez, Program Assistant; Kristi Bauer, Office Coordinator; Danielle Flowers, Breastfeeding Peer Counselor.

was represented by Jason Lane, Casework Manager; and PA State Senator Robert Wonderling (R-24th) sent his Office Administrator Horace Johnson to the Open House.

MFHS greatly appreciates and thanks all the staff at the Carbon and Easton WIC Nutrition Centers for hosting successful Open Houses and educating the community about the value of WIC! ■



CARBON COUNTY OPEN HOUSE DIGNITARIES — (Left to right) Joe Kester, WIC Administration Director; Janet Waito, CPA; Sally Egan, Program Assistant; Kerri Moyer (back), Breastfeeding Peer Counselor; Sue Miller, Program Assistant; Bette Cox Saxton, President & CEO; Erica Bozentka, Senior Operations Manager; Rita Nosal, CPA.



MORE FROM CARBON COUNTY OPEN HOUSE — (Left to right) Bette Cox Saxton, Erica Bozentka, Bill Richards and Joe Kester.



MORE FROM EASTON OPEN HOUSE — (Left to right) Bette Cox Saxton, President & CEO; Jason Lane, Casework Manager, Office of Congressman Dent; Erica Bozentka, State Representative Robert Freeman

A NEW FAITH-BASED PARTNERSHIP IN GREENBRIER COUNTY, WV, HELPS COMFORT CHILDREN

By Sandra Perry, Central WV WIC Program

West Virginia's Greenbrier County WIC clinic recently received several boxes of stuffed animals from the Elizabeth Chapel mission group. Children participating in WIC received their choice of one stuffed animal after their health screening. The children appreciated the gift and were more willing to "bear" hemoglobin testing.

We are very grateful for the Elizabeth Chapel mission group for choosing to reach out and comfort WIC participants. ■



A BEARY GOOD PARTNERSHIP — Greenbrier County WIC participants, Zoe and Piper, have no problem choosing a bear donated by the mission group of Elizabeth Chapel.

A NEWARK (NJ) WIC MOM OF TWINS SAYS THANKS

The following letter was received by the Newark WIC office.

Dear Newark WIC Staff,

I gave birth to a set of twins and up to now one is on Elecare formula and the other is on Similac Alimentum. Both formulas are high in price and I thought I won't be able to afford it, but thanks to the Newark WIC Program my babies are receiving the formulas they need.

It is good to know that in time of need, there are organizations like the WIC Program that lend a helping hand. I am very thankful for the help that the Newark WIC Program offered me and my babies.

Thank You,
Anabela Ferrer
A Mom of a set of twins

BREASTFEEDING MYTH BUSTERS IN MARYLAND'S WASHINGTON COUNTY

By Fran Beitler, RN, Breastfeeding Coordinator, Allegany County WIC Program

Webster's Dictionary defines a myth as being "an unfounded truth" or "false notion."

Those of us involved in breastfeeding education are aware of many myths about breastfeeding, (i.e., *my mother couldn't breastfeed, so I won't be able to; I won't make enough milk because my breasts are too small; my friend says it is really painful*). Breastfeeding myths are passed from friend to friend, mother to daughter, and even from medical professionals to their patients.

Washington County WIC has begun to take on the challenge of debunking these pervasive myths with a new interactive class pun-

ningly called Myth Busters. This class is designed for mothers-to-be in their fourth to seventh month of pregnancy when the decision of what and how to feed their babies might be influenced by providing accurate information. The WIC Breastfeeding Peer Counselor and Breastfeeding Coordinator engage the group by asking what they've heard about breastfeeding. After addressing their comments, we pose other myths as statements to find out if they agree, (i.e., *breast size does matter, formula and breast milk are the same, you can't breastfeed if you're sick, your breasts will sag*). As we confront breastfeeding myths with fact and a bit of humor, a

transformation seems to take place in our clients. Those who sat with arms tightly crossed and brows furrowed – muttering "I'm not going to breastfeed" – become smiling, inquisitive, and arm waving – exclaiming "wow, I never knew my breasts could do that" and "I think I'll try breastfeeding...I didn't know it would help my baby be healthier."

Armed with facts (and a soft sculpted breast model), Washington County WIC is slaying half truths and false notions with each weekly class. "Got a breastfeeding question? Who ya' gonna' call? Myth Busters!" ■

FIRST BOOK NATIONAL BOOK BANK DONATES OVER 35,000 BOOKS TO WEST VIRGINIA WIC PROGRAM

By Heidi Staats, State Outreach Coordinator

The First Book National Book Bank distributes large quantities of brand-new publisher-donated books to organizations serving children from low-income families. Book distributions are hosted by the First Book National Book Bank annually at a variety of sites across the United States. The books are free to organizations that are able to pick them up or pay just 25 cents per book to have them shipped. The West Virginia WIC Program received over 35,000 free books from First Book National Book Bank through a distribution in Martinsburg, WV.

"I have to commend two employees from our state WIC office, Heidi Staats and Brock Jarrett, for undertaking the task of picking up the donated children's books," raves Program Director Denise Ferris. "They traveled over ten hours round-trip in a rented U-Haul to ensure we could receive a sufficient supply of books for distribution to children participating in WIC statewide." These books are given to WIC participants on their 1st, 2nd, 3rd and 4th birthday to support early literacy.

To get involved, register your organization at <http://register.firstbook.org>. After registering, you will receive notification via e-mail to alert you when book distribution applications are available. Your organization may be eligible to receive up to three books per child once per calendar year.

"I am delighted with the generosity of the First Book National Book Bank as well as the publishers," shares Heidi Staats, WV WIC State Outreach Coordinator. "We received three titles of board books as well as two titles of specialty books. In addition, First Book volunteers and staff loaded our truck to its maximum capacity."

First Book is a nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. First Book also offers the First Book Marketplace; an online store that enables organizations serving children from low-income families to purchase children's books at deeply reduced prices. The Marketplace offers a broad range of high quality and award-winning titles for children with the average price less than \$1.80, including shipping and handling. For example, the WV WIC Program ordered several cases of "Berenstain Bears & Too Much TV" for the low price of \$1.75 per book. ■



ON THE FRONT LINE — Anne MacBride, Monongalia County Health Department WIC Director, receives her agency's supply of books from WV WIC State Office employee, Brock Jarrett.



LOAD 'EM UP — Volunteers with First Book National Book Bank load publisher-donated children's books for the WV WIC Program.

FAYETTE COUNTY (PA) GIRL SCOUT TROOP # 3015 EARNS GIRL SCOUT BRONZE AWARD

By Betty Zackal, RN
Fayette County WIC Director

Girl Scout Troop # 3015 made infant layette packs to donate to the moms in Pennsylvania's Fayette County Community Action Agency, Inc., (FCCAA) WIC Program. The scouts also donated books and Teddy bears for the children in the program. This community service project enables the scouts to receive their Girl Scout Bronze Award.

WIC Director Betty Zackal and Troop Leader Holly Vardell coordinated the project and arranged for the scouts to come to the WIC office and to have their photo taken with Ms. Zackal as she accepted the baby bags and children's gifts. Ms. Zackal sent a formal letter from FCCAA to be presented to the scouts when they received their Bronze Award in June.

The local scouts are from the Wharton Elementary school and they did a wonderful community service! Thank you! ■



SCOUTS' HONOR — Fayette County WIC Director Betty Zackal (standing, right) is joined by Girl Scout leader Holly Vardell (standing, left) as the scouts show off their generous donations. Pictured are (back row, left to right) Tiffany Templeton, Phaiith Vardell, Andrea Lee, (front row, left to right) Deanna Hager, Treasure Dugan, and Maggie Poole. Not pictured is Girl Scout Leader Dana Rishel.

**OUTREACH AND EDUCATION
HIGHLIGHT BEST PRACTICES FOR
NEW JERSEY'S BURLINGTON
COUNTY WIC PROGRAM**

The Burlington County WIC Program hosted the SASCA Program (Hispanic Social Service Center) at the Administrative Site. SASCA distributed 419 surveys for cholesterol screenings and 44 clients were referred for free cholesterol testing at a lab. Virtua Visiting Nursing conducted 76 lead screenings January through June at the Local Agency Administrative Site, as well as at high-risk satellite sites

The children and parents of South Valley donated hundreds of books for infants through adults to distribute to the Burlington County WIC participants. The participants were given books during appointments as an opportunity to keep the children occupied while the CPAs spoke with the parents. The children and parents were extremely excited and thankful for the donation.

A Needs Assessment Project was conducted by Public Health Interns from Lourdes Center for Public Health. The surveys were distributed at select sites in Burlington County, four of which were at Burlington County WIC Program satellite sites.

A Regional Oral Health Program representative periodically addresses the WIC nutrition education classes to teach dental hygiene to children and parents.

Students from Burlington County College and other universities visit the Burlington County WIC Program to complete their internship for the community commitment.

A representative from the Tobacco Prevention Program addresses all prenatal breastfeeding classes at the main site to motivate WIC clients to quit smoking.

The Burlington County WIC Program participated in "Calcium: Select to Protect," a social marketing campaign administered by the New Jersey Food Stamp Nutrition Education Network. The goal of the campaign was to increase calcium consumption in both African-American and Hispanic limited-resource children. Posters and brochures and English and Spanish were provided for client information. ■

PENNSYLVANIA'S ADAGIO HEALTH GRADUATES DIETETIC INTERNS

By Barbara Jinar, CLE, IBCLC, Nutrition Outreach Coordinator

Pennsylvania's Adagio Health's Nutrition Services Department/WIC Program celebrated their 17th graduation of their Dietetic Internship Class of 2008 with a luncheon at The River Forest Country Club in Freeport, Pennsylvania. Internship Director Karen Virostek, MS, RD, FADA, LDN, welcomed interns, parents, mentors, advisory board members, affiliate site supervisors, and staff to the event. After lunch, Adagio Health Board Member Carol Stilley, PhD, offered her comments and words of wisdom to the graduates. Judith Dodd, MS, RD, FADA, LDN, gave an inspiring commencement address. The interns received their Graduation Certificates of Completion by their individual mentors, followed by the presentation of the Dorothy Kolodner Leadership Award to intern Katie Gillis. This award was named after Dorothy Kolodner, who was the WIC Director for the Allegheny County WIC Program. She is known as the "Mother of WIC" in Pennsylvania, as she wrote the first WIC check ever in the state. Concluding the afternoon's festivities, the Interns treated their guests to an entertaining slide show and presentation that highlighted their most memorable internship experiences.



CLASS OF 2008 — Congratulations to the Adagio Health Dietetic Internship Graduates.

Adagio Health's Dietetic Internship Program began in 1991 as a recruitment nutritional tool for Adagio Health WIC Program and has since graduated over 160 interns. Designed as a nine-month generalist program emphasizing community-based experiences, the Internship's primary goal is to prepare dietetic professionals to practice in community-based nutrition programs and to use community resources effectively. All interns must complete a six-week rotation which allows them to become familiar with the WIC policies and procedures. Over the years, this Internship Program has allowed Adagio Health to employ 12 interns. Currently, Adagio Health has four graduates on staff and has had individuals graduate from the Internship that are now part of the WIC staff across Pennsylvania. After successfully completing their Dietetic Internship, interns are eligible to sit for the American Dietetic Association Commission on Dietetic Registration examination to become Registered Dietitians. ■

St. Thomas Virgin Islands continued from page 1

Nutrition Education Coordinator Lorna Concepcion, MS, RD, used Operational Adjustment Funds to develop a calypso dance DVD featuring movements of animals for the 'dancercise,' which is accompanied by a lesson with nutrition tips, as a part of a nutrition education intervention for overweight WIC kids. The DVD calypso music and lyrics were made up and sung by a veteran past Virgin Islands Calypsonian king, known as King Derby, who now helps promote cultural traditions to the youth through an organization named Calypso Inc. The DVD dancers were from the St. Mary's Catholic School, making the entire project a collaborative community effort.

Virgin Islands WIC CPA, Tasha Sobratti, BSN,

at Norre Gade WIC Clinic, St. Thomas, collaborated with the Minetta Mitchell #3 Head Start (where about 90% of the attendees are WIC participants) to have a fun, but healthy event promoting 'dancercise' with the children there, as part of a WIC nutrition activity for WIC kids. Both WIC and Head Start staff, along with the children, spent an activity-filled afternoon moving to the pulsating Calypso rhythms that pelleted out instructions like 'waddle like a duck' and 'jump like a kangaroo.' They also heard a brief message about transforming to healthy lifestyles with fruits, vegetables and activity and got to color different fruits and vegetables.

Head Start teachers stated that they would use the DVD as part of their activities to increase exercise among the children. This collaborative

effort helps to promote healthy Virgin Islands kids in the community. VI WIC clinics have just begun piloting the initiative and it has been received positively by those who have been signed up so far. Feedback will be reviewed by staff for evaluation. ■



Head Start teacher Durene Gruel (back left) and volunteer mom Debra Hazelwood (back right) join in the 'dancercise' with the children.



DANCING QUEENS — Delrese Francis (far left) and CPA Tasha Sobratti (far right), take Head Start kids through the Calypso Moves dance routine.

WV'S SHENANDOAH WIC PARTICIPATES IN NATIONAL SPEAKING OF WOMEN'S HEALTH EVENT

By Pamela Riggleman
Local Agency Outreach Coordinator

Millions of women across America experienced the annual *Speaking of Women's Health* free community event on May 3 at Wal-Mart stores nationwide. This is the third year the Shenandoah WIC Program has supported their local effort at the Keyser, WV, Wal-Mart, and the attendance as well as activities has doubled in size. This event is a fun-filled, pampering day full of unparalleled camaraderie.

Speaking of Women's Health reaches women with this national in-store health initiative in partnership with Wal-Mart Stores with the goal of saving lives through education. Community agencies, including WIC, educate women by providing up-to-date information from credible experts in a fun and entertaining way – so that women can better care for themselves and for their families. During the 6th annual Community Event at Wal-Mart, the *Speaking of Women's Health* Foundation's newest book, "A Few of Our Favorite Things" debuted. The 144-page book contains chapters on a variety of topics like focusing on healthy eating, beauty, great relationships, exercising, life balance and *Speaking to Men About Health*®. Plus, it provides wonderful recipes with beautiful color photos on how to serve delicious snacks, meals and desserts. And the book gives a glimpse of what celebrities and female leaders consider their favorite things – from books, to jewelry, to pets, to shoes!

The Shenandoah WIC Program would like to thank the Keyser Wal-Mart for donating the *Speaking of Women's Health* Foundation's newest book for distribution in local WIC clinics. Additionally, we would like to thank the *Speaking of Women's Health* national sponsors for providing complimentary product samples for the women that attended the community event.

"We've been so lucky in being involved with this event. It offers a positive opportunity to express the mission and vision of the WIC Program to all women in our community as well as to recognize Wal-Mart for their generous donations," shared Pamela Riggleman, Shenandoah WIC Outreach Coordinator. "I encourage every WIC agency throughout the nation to get involved in their local *Speaking of Women's Health* community event at Wal-Mart Stores." ■



UNPARALLELED CAMARADERIE – Shenandoah WIC Outreach Coordinator Pamela Riggleman shares the *Healthy Eating* magazine with reporter and WIC participant Bobbi Carpenter at the *Speaking of Women's Health* event.

CLIFFORD THE BIG RED DOG PAYS A SURPRISE VISIT TO WEST VIRGINIA'S MID-OHIO VALLEY HEALTH DEPARTMENT WIC OFFICE

In an effort to help decrease missed appointments during the winter months, the Mid-Ohio Valley Health Department WIC Program in Parkersburg, WV, called upon Clifford the Big Red Dog. As an enduring children's book series first published in 1962, as well as a PBS television series, we found that children and parents alike lit up with a smile as they were welcomed to their WIC visit by Clifford the Big Red Dog. ■



WANNA PLAY — Clifford the Big Red Dog plays with children as they wait for their WIC appointment.



VALUABLE PARTNERSHIP — Theresa Hayner (right) with Choices Childcare Resource and Referral Center brought Clifford the Big Red Dog to the MOVHD WIC Clinic on February 12. WIC Office Assistant Kristina Green (left) served as our gracious hostess.

"SPRING FLING" FOR PENNSYLVANIA'S CHESTER COUNTY CHILDREN

By Paula M. Taylor, CLC, Outreach and Breastfeeding Coordinator

During the months of April, May, and June, all children who visited the WIC clinics in Chester County, PA, received a toy designed to get them moving. The idea of a "SPRING FLING" came from Heidi Burman, RD, LDN, Nutrition Education Coordinator, and Paula Taylor, Outreach and Breastfeeding Coordinator. Because they wanted to encourage daily physical activity and draw attention to healthy eating habits for families, they designed a kite with long tails of information to be displayed in each of their three clinic sites. The kites were created by Melissa Johnston, a senior nutrition student at West Chester University, who volunteers at the WIC program.

The kites included both English and Spanish translations for the healthy points displayed and were full of pictures of families doing things together. "Piensa Primavera" (translated as "Think Spring") was used for the Spanish title. The bulletins found on each of the kite tails included "Maintain a Healthy Body Weight," "Drink Water," "Play Games with Your Children," "Eat Seasonal Fruits and Veggies," "Get Outside," and "Use Lowfat, 1% or Skim Milk." The kites were placed in the waiting rooms to get maximum exposure with our WIC participants.

As the children visited the clinics they received a small brightly-colored ball, great for a toddler to chase across the grass, if they were 1 to 2½ years old. Older children got a small Frisbee in red, blue, green, orange, or white, thus fulfilling the idea of a "Spring Fling!" All children were given crayons and coloring sheets showing children playing, running, tossing, or kicking balls to take home with them.

WIC mom Carrie Heverly encourages her children to get outside and play, as much as possible. Carrie says they have riding toys, a slide and swings in their backyard, and she encourages them to be active. "We also can go to the Limerick Park which has a fenced-in playground that is extremely safe for children," she says.

Hopefully, the WIC emphasis on healthy eating and activity during the nice weather months will benefit our WIC families in Chester County. ■



SPRING FEVER — Heidi Burman, RD, LDN (left), is holding Andrew Heverly as he stands beside the "Spring Fling" kite in the West Chester WIC Clinic. On the right are his sister, Jennifer, and mom, Carrie Heverly.

PENNSYLVANIA'S FAYETTE COUNTY WIC PARTICIPATES IN 11TH ANNUAL MOM'S SHOWER

By Betty Zackal, WIC Director & Outreach Coordinator
FCCAA, Inc.

Fayette County Community Action Agency, Inc. (FCCAA) WIC Program of Uniontown, PA participated in the 11th Annual Fayette County Mom's Shower held at Penn State Fayette --The Eberly Campus on May 7. There were 87 registered pregnant and post-partum moms who participated in the event. In addition, 22 dads attended the fair for the first time. Dads Matter of Fayette County presented a morning workshop for the dads and an afternoon workshop for the moms and dads. Lunch was provided and prizes were drawn. All participating agencies donated diapers for the moms attending the shower. FCCAA WIC also gave all the attendees a FCCAA, Inc. WIC canvas bag, electrical outlet covers and pens. Cindy Bennett, RD, LD, Nutrition Education and Breastfeeding Coordinator, and Janice Smiley, Nutrition Aide talked about Dr. Harvey Karp's "Happy Baby" program and promoted the WIC Happy Baby classes being provided by our agency and all of the WIC agencies across Pennsylvania. Pamphlets on the classes were distributed at the WIC table.

The following 31 agencies participated and made the event a great success: FCCAA WIC Program, Fayette County Drug & Alcohol Commission, Inc., Fayette County MH/MR-Early Intervention, Fayette County Suicide Prevention Task Force, Fayette County OB/GYN — Dr. Daniel Nahhas, Fayette County Head Start/Early Head Start, Healthy Start, Laurel Pediatrics, March of Dimes, New Meadow Run, Alternatives, Yes: Pregnancy Support Center, Children's Health Insurance Program (CHIP), BCBS and Aetna, Child Coordinated Information Services (CCIS), Chestnut Ridge Counseling Services, Inc., Dads Matter of Fayette County, Domestic Violence Services, Dr. Nguyen Pediatrics, ECHO Child Development Centers, Family Beginnings Birthing Center of Uniontown Hospital, Fayette County Children & Youth Services, Penn State Cooperative Extension of Fayette County, Penn State Fayette: The Eberly Campus, Private Industry Council (PIC), Southwest Women's Healthcare, SPHS Step by Step Child Development Program, Unison Health Plan and Community Engagement Group on Early Care & Education. ■



HAPPY AT THE SHOWER — Cindy Bennett, RD, LD, Nutrition Education and Breastfeeding Coordinator (left) and Janice Smiley, Nutrition Aide, are both certified "Happy Baby" instructors.

TOUTING THE BENEFITS OF BEANS IN MARYLAND WIC

The ABCs of Beans in Maryland's Lower Eastern Shore WIC

By Noelle Selb, Nutritionist, Lower Eastern Shore WIC Program

The health benefits are enormous. The price is just right. And the variety of recipes is endless. However, many people still do not know what to do with the bag of beans that has been in their cupboard for three months. To promote the use of beans that clients get on their WIC checks, Maryland's Lower Eastern Shore WIC Program's nutrition education for the months of January, February, and March focused on how to prepare beans and use beans. The presentation included discussion of how to pre-soak and cook beans, the many nutrients in beans, and a recent study that found beans helpful in lowering cholesterol. A display of various beans commonly found on grocery store shelves provided a visual tool for discussing recipes for using each type of bean. The presentation ended with clients sampling Navy Bean and Ham Soup during January, Coco Lentil Bean Cake in February, and Navy Bean Oatmeal Chocolate Chip Cookies in March. Recipes and bean cookbooks were provided so clients could take what they learned and practice cooking beans for their families.

Beans, Beans, Beans in Garrett County

By Carol Bass, Coordinator, Garrett County WIC Program

Maryland's Garrett County WIC Program spent the early winter months of 2008 promoting the Benefits of Beans to WIC participants. Participants and parents viewed a colorful bulletin board highlighting the benefits of beans. Each family was given a "bean bag" to take home, along with personalized discussion on their current use of beans and ways to use them in the future. The bag included a liquid and a dry measuring cup and measuring spoon, "The Bean Cookbook," and literature on the health benefits of including beans in family meals, as well as selecting, cooking and storing beans. Sample tasting of Lentil Chili was available on check pickup days for those who wanted to try a recipe from their new cookbook. One mom was hesitant to let her three-year-old try it because "she doesn't like that kind of thing." Her little girl enjoyed three sample servings, much to her mom's delight. Participants had the opportunity to select additional information and recipes (always a favorite for participants) on beans from the table in front of the display board. ■



WHERE HAVE YOU "BEAN"? — This display offered all sorts of bean information and recipes.

NJ'S ST. JOSEPH'S MEDICAL CENTER WIC MOVES CLOSER TO THE PEOPLE

By Dori Monica, St. Joseph RMC WIC Program

St. Joseph Medical Center WIC Program in Paterson, NJ, is a large program covering three counties. We know that our participants are especially hard hit by rising gas costs. From our estimated eligible reports, we know that we have some areas where people need WIC and aren't currently enrolled. Public transportation is not easily accessible between these places and our current sites. We decided to open up a couple of new sites in these areas for a few hours a month and the response has been wonderful. Some of the participants coming to these new sites have changed from other sites and are happy that it is so much closer to where they live; others are new, they weren't able to get to WIC before because of transportation issues. ■

MARWIC TIMES Calendar

The deadline for the Winter issue of MARWIC TIMES is October 21, 2008. Please submit articles, photos and calendar events to your State editor. No Polaroid pictures used. 5" x 7" digital photos (saved as JPGs, please) preferred. All photographs must include a detailed caption.

NEW JERSEY'S PLAINFIELD FARMERS' MARKET ENCOURAGES GOOD EATING

The roadside farmers' market stand next to the Plainfield (NJ) WIC clinic is instrumental in the success of the high redemption of the Farmers' Market vouchers. Last year, 65% of the Plainfield WIC clients cashed their checks to purchase fruits and vegetables.

Due to the previous year's success, the agency approached the farmer to start his stand in June to coincide with the same month as Farmers' Market voucher distribution. The WIC nutrition staff is conducting group classes to increase the importance of cashing and purchasing the produce to benefit their health. The agency nutritionists have developed bulletin board displays with seasonal produce of fruits and vegetables. Food demonstrations are conducted and the samples are distributed to clients for taste testing. Recipes cards are distributed to clients. The agency survey reveals clients are very eager to receive Farmers' Market vouchers and have requests to receive more.

The positive attitude of the client behavior exhibits the importance and interest toward consuming the fresh produce to maintain good health. ■



TO MARKET, TO MARKET – These lucky WIC participants can pick up their produce when they visit the WIC clinic.



FRESH AS IT GETS – These vegetables are fresh from the farm!

PA'S COMMUNITY ACTION SOUTHWEST WIC STAGES FUN MEETINGS FOR STAFF

By Leisa J. Shawley, Information Technology Manager/Outreach Coordinator

At a recent Community Action Southwest (PA) WIC Program meeting, the WIC staff participated in a team-building exercise. Participants learn to cooperate with each other, have fun and reinforce communication skills. This is a way to help staff slow down, focus and be creative in their problem solving. It is also a great way to loosen up, have some fun and laugh! ■



WHO SAYS MEETINGS CAN'T BE FUN! – Clinic Specialists Kathy Fonner and Karen Ringer participating in a fun activity in which they feed each other pieces of popcorn on a spoon while both are blindfolded!



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